

**FCC EEO PRONG 3 REPORT**  
**April 2011 to March 2012**

**Participate in at least four activities by community groups active in broadcast employment.**

- The President & CEO, along with a producer for "Radio Times", a blogger for Newsworks", and the News Director for 91FM, presented an overview of WHY? and tips for getting stories on-air to the Philadelphia Public Relations Association. This event was held on October 16<sup>th</sup>, 2011 with 50 people in attendance.
- The Major Gifts Officer conducted two sessions presenting an overview of WHY?; 30 to 35 people participated in each session. The first session was covered by Cape May Herald and welcomed the Ocean County Rotary Club on September 26<sup>th</sup>, 2011. The second session welcomed the Garden State Rotary of Cherry Hill and was held in WHY?'s Hamilton Public Media Commons on October 21<sup>st</sup>, 2011.
- The Multimedia Reporter participated in a panel discussion hosted by the Sunday Breakfast Club on December 7th, 2011 located at the Union League in May 2011.
- The Vice President of News & Civic Dialog and Web Producer of Newsworks held a Newsworks workshop on September 15<sup>th</sup>, 2011 inviting the Online News Association; 75 people were in attendance.

**Participate in general outreach efforts through job banks and internet programs.**

- Significant use of a broad range of channels and organizations designed to attract a diverse pool of candidates has been used.

**Participate in at least four events over two years relating to career opportunities sponsored by educational institutions.**

- A member of the Media Technology staff spoke to Central High School about her career and experience at WHY? during the 2011 "Women's Day" event.
- The Managing Editor of the Delaware news center, along with current WHY? interns, spoke during the 2011 Mass Communications Career Fair held at Delaware State University Campus.
- The host and executive producer of "Radio Times", spoke to Drexel University students, faculty, parents, families, alumni, prospective students, the public and staff on February 2012. The topic for the evening included how to put together two hours of compelling talk radio five days a week.
- A community editor for "Newsworks" and the Community Media Editor conducted seven morning meetings from August 2011 to March 2012 with the students of University of Arts regarding the University of Arts and "Newsworks" collaboration; 10 to 15 students participated in each meeting.

**Upper level openings listed with media trade groups with broad-based membership including women and minorities.**

- **Director, Multimedia Marketing**
  - Phila Ad Club job site
  - WHYY website
  - TvJobs website
  - Current website
- **Executive Director, Member Relations**
  - The Chronicle of Philanthropy website
  - OpportunityKnocks website
  - WHYY website
  - Indeed.com website
  - Association of Fundraising/Greater Philadelphia Chapter
- **"First" Co-Host/ Producer**
  - TvJobs website
  - WHYY website
  - National Association of Black Journalist website
  - National Association of Hispanic Journalist website
  - Asian American Journalist Association
  - Journalism Jobs website
  - Indeed.com website
  - MediaBistro website

**Establishment of an internship program designed to develop skills needed for broadcast employment.**

- For the period of April 1, 2011 through March 31, 2010, 80 students participated in WHYY's internship programs in departments throughout the organization.

**Establish training or mentoring programs designed to enable employees to acquire skills to qualify for higher level positions.**

- General on-going technology training for engineering and content production staff members.
- Education Assistance Program featuring a discounted tuition rate to all staff members, at all levels of the organization, through WHYY's partnership with Rosemont College.
- Available Tuition Refund program available to all staff members at all levels of the organization.
- Seventeen managers and supervisors attended a meeting management workshop addressing "How to Run an Effective Meeting". This three-hour session took place in January 2012 at WHYY. Program delivered by Career Services Unlimited.
- The human resources manager attended all day learning symposium hosted by the Philadelphia chapter of the Society of Human Resources in March 2012.
- A manager participated in a ten week management development program.
- Ten managers and supervisors attended performance management and communication development workshops hosted by the Philadelphia Non-Profit Human Resources Directors Group in October 2011 and January 2012.

## EEO Public File Report

WHYY

April 1, 2011 through March 31, 2012

The report below represents the recruitment activity for all regular fulltime positions during the period of April 1, 2011 through March 31, 2012. All open positions are listed on WHYY's website and Intranet. Notices of job openings are also sent to industry specific websites and local organizations, including universities.

Position Title	Date Opened	Date Filled	Recruitment Sources	Interviewed	Hired
Director, Multimedia Marketing	12/22/2010	5/2/2011	Current.org Employee Referral Monster.com Phila Ad Club Tjobs.com WHYY.org Total Interviewed	0 0 1 0 0 5 6	0 0 1 0 0 1 0
Producer, Newsworks Tonight	4/11/2011	5/2/2011	Internal Candidate Newsworks - Website WHYY.org Total Interviewed	1 0 0 1	1 0 0 0
Web Producer/ Interactive Product Manager, Newsworks	3/10/2011	5/16/2011	JournalismJobs.com MediaBistro.com National Association of Hispanic Journalist National Association of Hispanic Journalist Tjobs.com WHYY.org Total Interviewed	0 1 0 0 1 3 5	0 1 0 0 1 1 0
Multimedia Reporter- IOG Project		6/21/2011	Internal Candidate JournalismJobs.com MediaBistro.com National Association of Black Journalist National Association of Hispanic Journalist WHYY.org Total Interviewed	1 0 0 0 0 0 1	1 0 0 0 0 0 0
Multimedia Designer	5/20/2011	8/10/2011	AIQA Philadelphia - Website Employee Referral Indeed.com Philly AD Club WHYY.org Total Interviewed	1 1 1 0 5 8	1 1 1 0 0 0
"It's Our Money" Reporter	5/27/2011	7/25/2011	Employee Referral WHYY - Website Total Interviewed	1 0 1	1 0 0

Corporate Underwriting Representative	6/24/2011	8/26/2011	Cape May County Herald - Newspaper	0		
			Courier Post- Newspaper	0		
			Employee Referral	1		1
			Monster.com	0		
			The Trentonian - Newspaper	0		
			WHYY.org	1		
			Total Interviewed	2		
Executive Director, Member Relations	6/22/2011	10/5/2011	Employee Referral	2		
			Greater Philadelphia Cultural Alliance	2		
			Indeed.com	1		
			Internal Candidate	1		1
			WHYY.org	3		
			OpportunityKnocks - Website	0		
			The Chronical of Philanthropy	0		
			Total Interviewed	9		
Multimedia Producer	2/9/2011	5/31/2011	Employee Referral	2		1
			PBS.org	0		
			Tyjobs.com	0		
			WHYY.org	7		
			Total Interviewed	9		
Newsworks-Hyper Local Editor	8/31/2011	10/18/2011	JournalismJobs.com	0		
			WHYY.org	2		1
			Total Interviewed	2		
Reporter/ Producer, WHYY-FM	8/31/2011	10/24/2011	WHYY's Facebook page (Facebook.com)	0		
			WHYY.org	1		1
			Total Interviewed	1		
Media Tech 2- FM Technician	11/21/2011	12/19/2011	Internal Candidate	1		1
			WHYY.org	0		
			Total Interviewed	1		
Associate Producer Fresh Air	8/6/2010	9/20/2010	Internal Candidate	1		1
			JournalismJobs.com	0		
			Syracuse University	0		
			Tyjobs.com	0		
			WHYY.org	0		
			Total Interviewed	1		

First Co-Host/ Producer	10/12/2011	1/20/2011	Asian American of Journalist Association	0	
			Employee Referral	2	
			Indeed.com	0	
			Internal Candidate	2	
			JournalismJobs.com	0	
			Mediabistro.com	0	
			NABJ.org	0	
			National Association of Hispanic Journalist	0	
			TVJobs - Website	2	1
			WHYY.org	2	
			Total Interviewed	8	
Newsworks Web Producer	10/12/2011	1/20/2011	Internal Candidate	1	1
			WHYY.org	0	
			Total Interviewed	1	
Total Number of persons interviewed for full or part time vacancies during the preceding year:				56	